REMARKS

The present amendment is in response to an Office Action dated June 23, 2009. Claim 1—4, 6, and 18—27 are currently pending. By this amendment, claims 5 and 7—13 have been cancelled, claims 1—4, and 6 have been amended, and new claims 18—27 have been added.

Rejection of Claims 1—13

Claims 1—13 stand rejected under 35 U.S.C. § 103(a) as unpatentable over U.S. Publication No. 2005/0162396 filed by Meckesheimer et al. in view of U.S. Patent No. 5,854,621 issued to Junod et al.

As discussed in the previous amendment filed May 7, 2009, Meckesheimer et al. and Junod et al. both fail to disclose a wireless transmitting device unequipped with (or lacking) a memory and having a microcontroller configured to generate an identification code. In response, the Examiner has pointed out that the Meckesheimer et al. discloses "[a] controller may be coupled to the transmitter for generating the signal 50, wherein the signal 50 comprises one or more identification codes, ..." (page 4, paragraph 49, emphasis added). Thus, the Examiner's argument appears to be that because the signal is generated, the information contained in the signal is also "generated" by the controller.

The only discussion of how the one or more identification codes are obtained for inclusion in the signal 50 is provided at page 4, paragraph 51, which states "generating a signal having one or more placard identification codes and a customer specific message associated with each of the placard identification codes from a database...." (page 4, paragraph 51, emphasis). One of ordinary skill in the art would appreciate that a database is stored in a memory and is not generated by the controller without first having read from a memory. Thus, in Meckesheimer et al., the identification codes are read from a memory and not generated by the controller.

To clarify this distinction, independent claim 1 has been amended to recite "generating an identification code at the microcontroller without reading the identification code from any memory." (emphasis added). Therefore, claim 1 is believed to be

allowable for at least the reasons discussed above. New claims 18—22 all depend from claim 1 and are allowable over the cited references for at least the same reasons claim 1 is allowable.

New Claims

New claim 23 recites "a wireless transmitting device comprising a microcontroller but <u>lacking</u> a memory, the microcontroller being configured to generate an identification code <u>without</u> having first read the identification code from any memory." (emphasis added). Therefore, claim 23 is believed to be allowable for at least the reasons discussed above. New claims 24—27 all depend from claim 23 and are allowable over the cited references for at least the same reasons claim 23 is allowable.

No fee is deemed due. If additional fees are believed necessary, the Commissioner is authorized to charge any deficiency or credit any overpayment to Deposit Account No. 04-0258 of Davis Wright Tremaine LLP.

All of the claims remaining in the application are now believed to be allowable. Favorable consideration and a Notice of Allowance are earnestly solicited.

If questions remain regarding this application, the Examiner is invited to contact the undersigned at (206) 757-8021.

Respectfully submitted,
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